ARCHIE SERIES

Archie's Pal Jughead

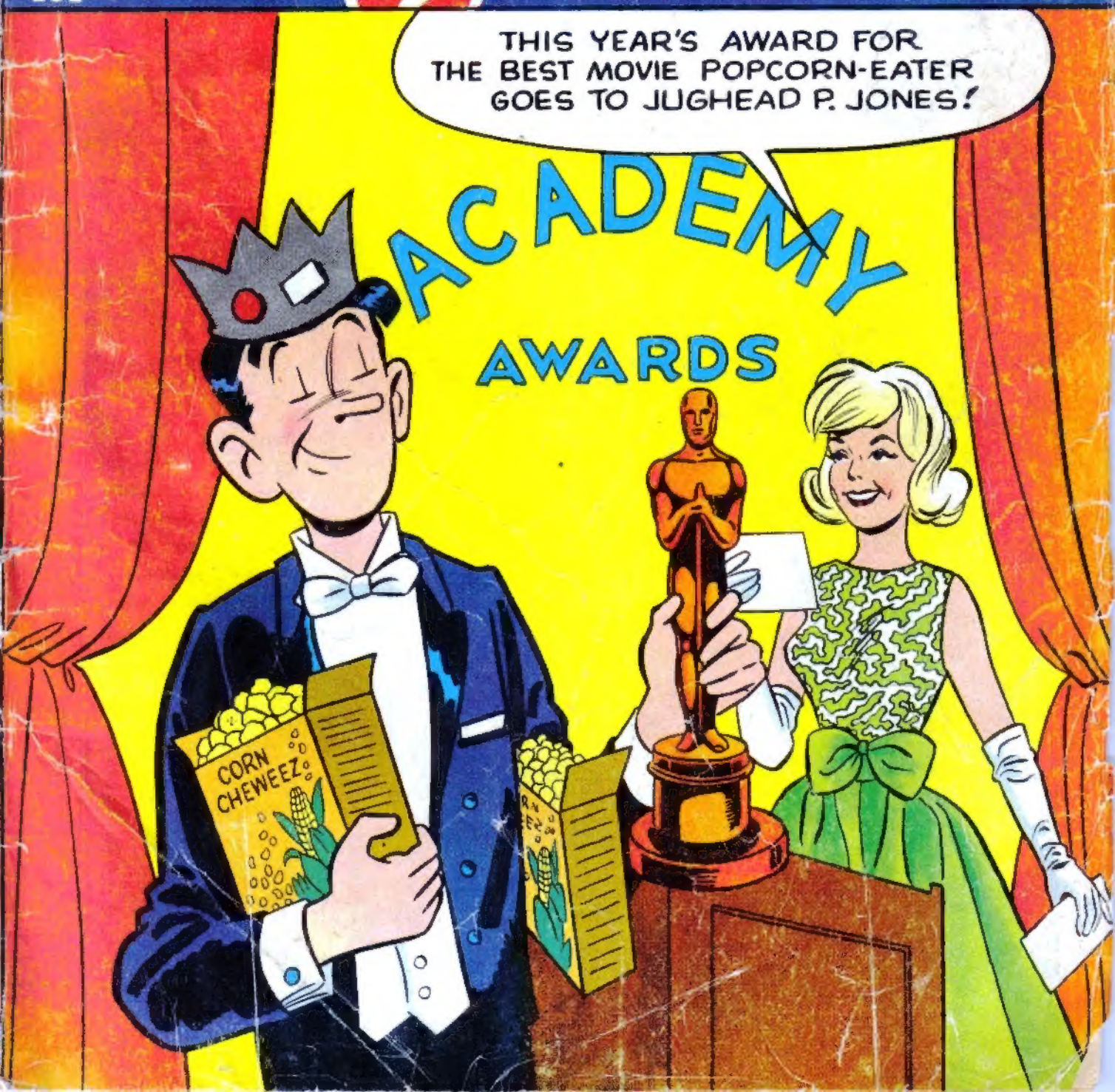
APPROVED BY THE COMICS CODE AUTHORITY

12¢

PDC

OCT.

NO. 101



DO YOU NEED EXTRA MONEY?

It costs you nothing to try

$75.00 IS YOURS

for selling only 100 boxes of our Pearl Splendor Christmas Card assortment, $32.50 for selling 50 boxes, $15.00 for 25 boxes, etc. You can make a few dollars or hundreds of dollars. All you do is call on neighbors, friends and relatives anywhere in your spare time. Everyone needs and buys Christmas Cards. Cut out Business Reply Card below — mail it today — and free samples of personalized Christmas Cards and stationery — plus other leading boxes will be sent you immediately on approval for 30 day free trial with full details of our easy money-making plan. No experience necessary

IT COSTS YOU NOTHING TO TRY

Last year some folks made only $25 to $50 while others made $150 — $250 — $500 and more selling our entire line of greeting cards. Many church groups, organizations, schools, lodges, etc. do this year after year. Everybody buys Christmas cards.

PEARL SPLENDOR CHRISTMAS ASSORTMENT
21 really deluxe cards. Excitingly different

CHRISTMAS GIFT WRAPPING ENSEMBLE
20 gay, colorful large sheets plus matching gift tags. Terrific

HOLY NIGHT CHRISTMAS ASSORTMENT
21 reverently beautiful cards with appropriate sentiments and Scripture Verses. An outstanding box

TRULY CHARMING ALL OCCASION ASSORTMENT
21 distinctive cards of rare beauty
Tremendous appeal

WINTER BEAUTY CHRISTMAS ASSORTMENT
21 exquisite cards with an original, artistic use of color. Stunning

DAINTY BLOSSOMS STATIONERY ENSEMBLE
Dainty raised design on rich vellum with charming ribbon tie. Just lovely

Good Housekeeping GUARANTEED

Fill In Name And Address On Reply Card Below—CUT OUT AND MAIL TODAY—No Stamp Necessary

FREE SAMPLES
PERSONALIZED CHRISTMAS CARDS and STATIONERY

CUT OUT BUSINESS REPLY CARD AT RIGHT
FILL IN AND MAIL TODAY
No Stamp Necessary

Cut Along Dotted Line — Mail Today

CHEERFUL CARD COMPANY
Dept. H-7, White Plains, New York

FROM:

Your Name _____

Address _____

_____ Apt. No. _____

City _____ Zone _____ State _____

FIRST CLASS
PERMIT No. 589
White Plains, New York

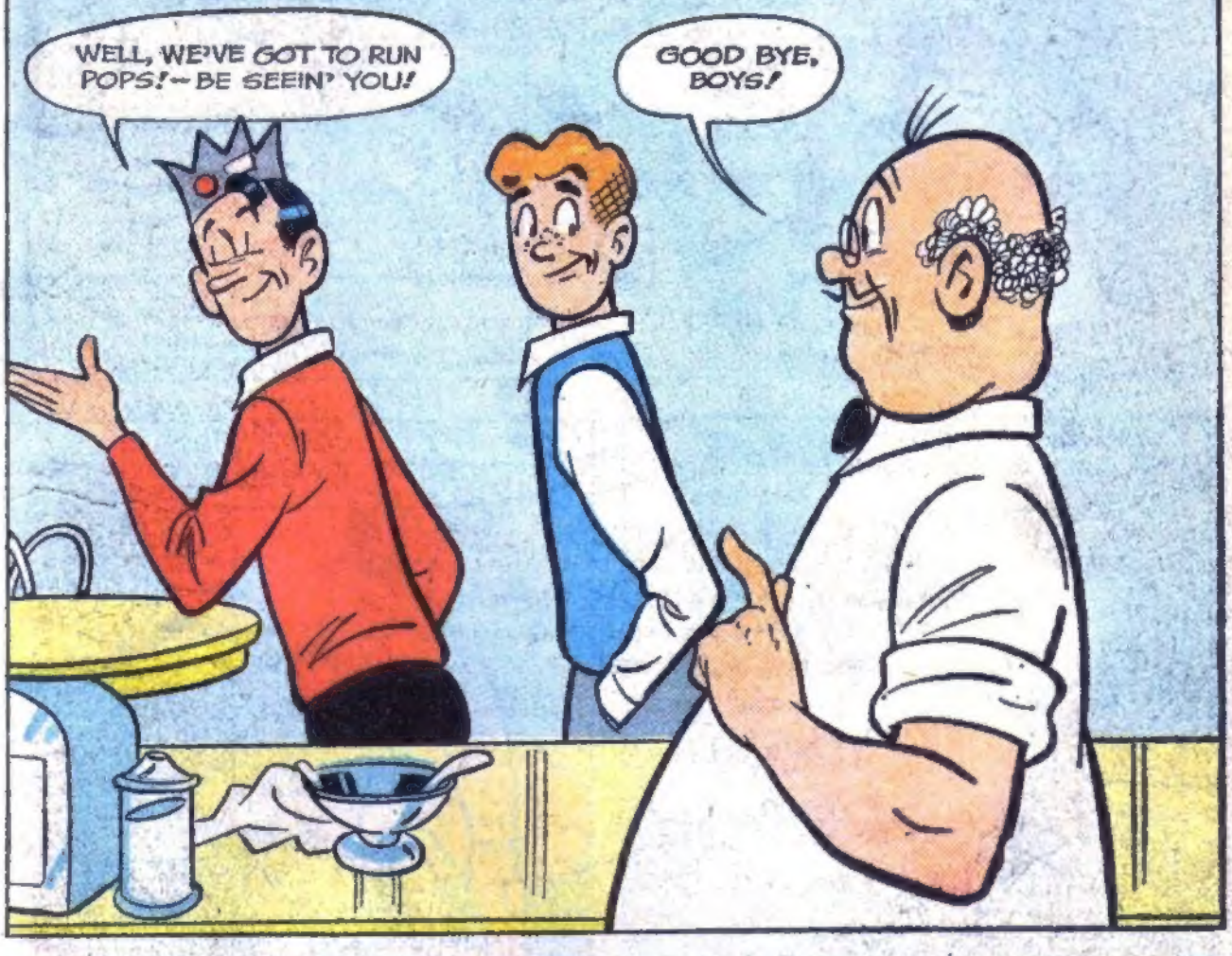
BUSINESS REPLY MAIL
NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

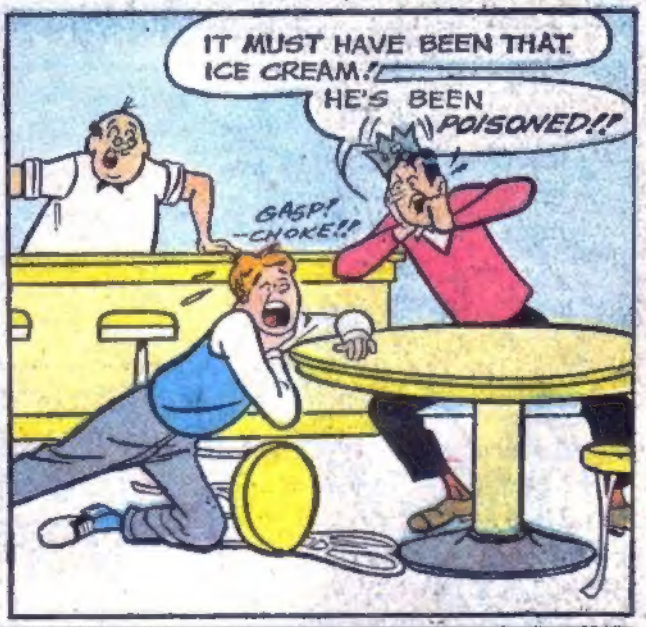
POSTAGE WILL BE PAID BY

CHEERFUL CARD COMPANY
White Plains, New York

Dept. H-7

Jughead in "JOKERS WILD!"





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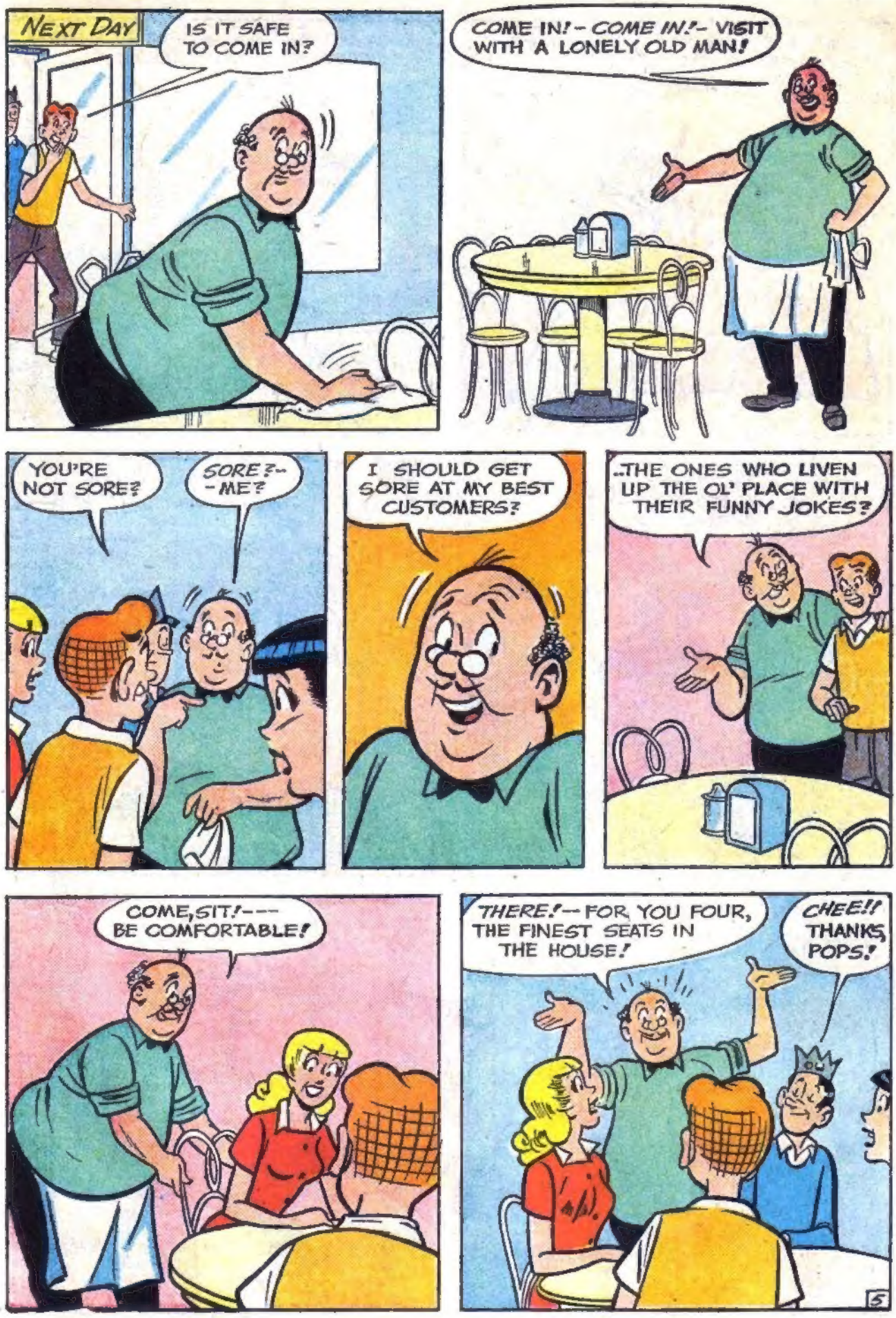
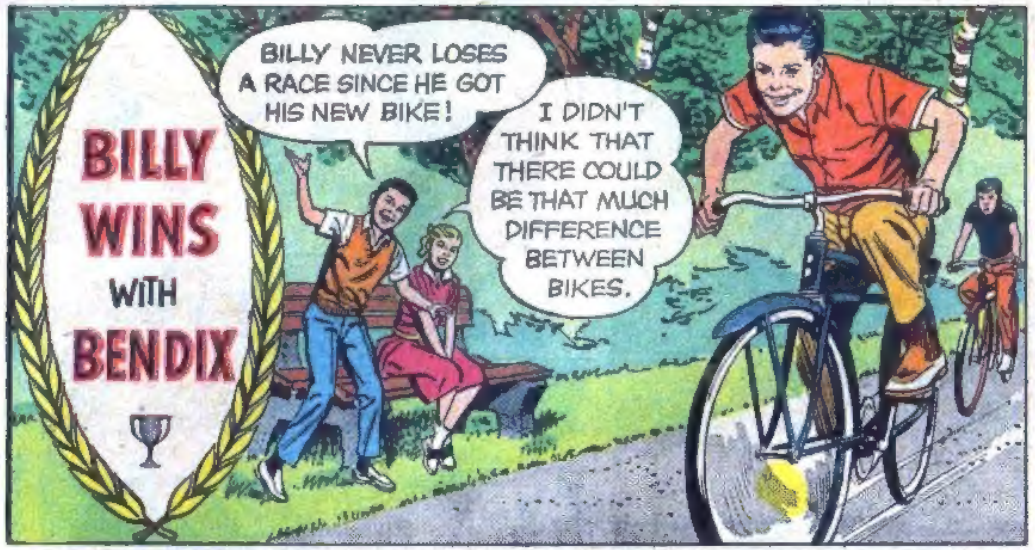
WHAT KIND OF A PTOMAINE PALACE ARE YOU RUNNING HERE, ANYWAY?
(GULP) -- ME?
-POISON?--- -- MY ICE CREAM? ---PTOMAINE ?!?
(SOB)-LOOSEN HIS COLLAR WHILE I CALL AN AMBULANCE!
THERE!-I LOOSENED YOUR COLLAR! -HOW DOES IT FEEL, PAL?
GREAT!-JUST GREAT! THANKS, JUG!
FOR A MINUTE I THOUGHT IT WAS SOMETHING I ATE!
CHOKLIT SHOP
2

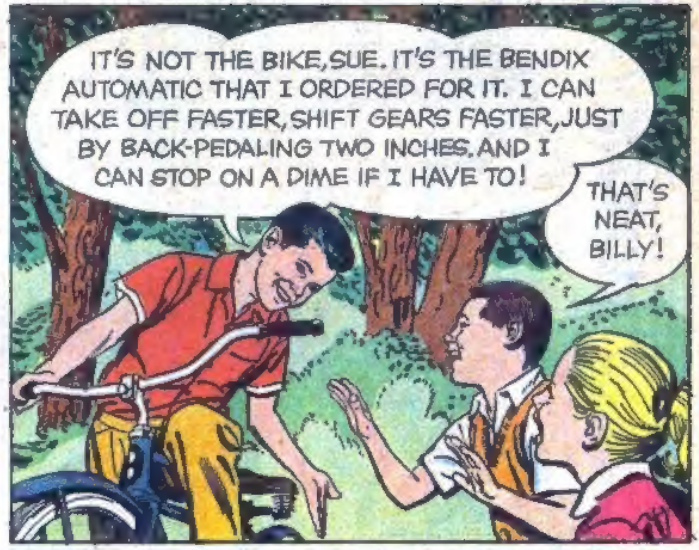
WHEW!-- A TIGHT COLLAR!-- AND I ALMOST GOT SCARED TO DEATH!
JUG!! DID Y-YOU SEE THE LOOK ON HIS FACE?
DID HE PANIC, OR DID HE PANIC??
POPS!-- YOU LOOK ILL!
THOSE BOYS! ARCHIE AND JUGHEAD JUST SCARED ME OUT OF TEN YEARS GROWTH!
WE THOUGHT ARCHIE WAS POISONED BY MY ICE CREAM!
THEY WERE KIDDING YOU, POPS!- YOU SHOULD HAVE HEARD THEM LAUGHING OUTSIDE!
A JOKE? -IT WAS A JOKE?
ABOUT ME, THEY CAN MAKE JOKES! --- BUT MY LOVELY ICE CREAM?-- --- NEVER!!

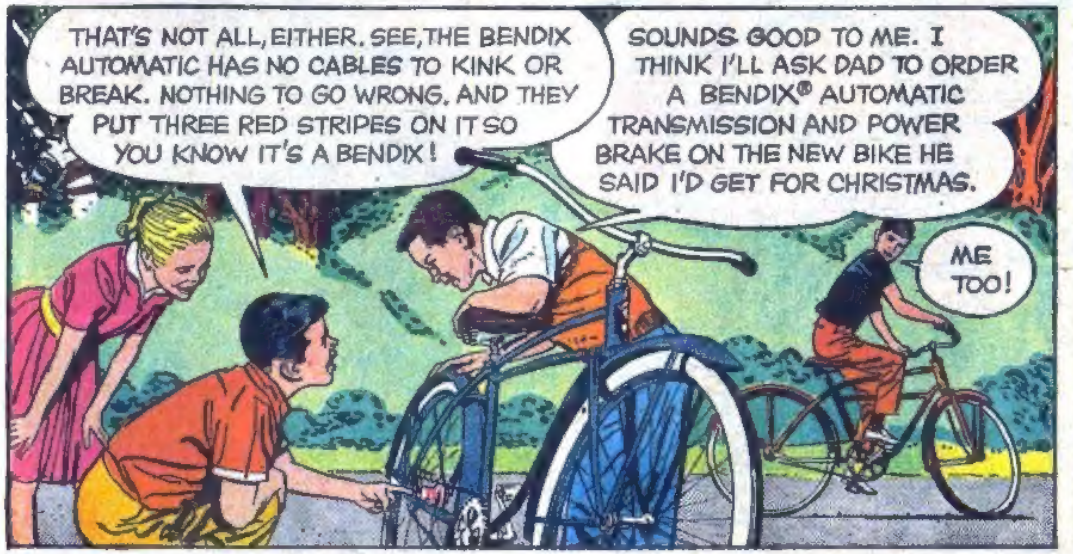
YOU KNOW HOW BOYS ARE, POPS! FULL OF MISCHIEF!
I GUESS I'M GETTING TO BE AN OLD DUFFER WITH NO SENSE OF HUMOR!
AIEEEEEEEE
WHAT'S WRONG?!?
THERE'S A BUG IN MY ICE CREAM!
GET ME OUT OF HERE!! I'LL SUE!!—I'LL SUE!!
HMPH!—BOYS ARE FULL OF MISCHIEF, SHE SAYS!
...RUBBER!!
TWANG
4


NEXT DAY
IS IT SAFE TO COME IN?
COME IN! - COME IN!- VISIT WITH A LONELY OLD MAN!
YOU'RE NOT SORE?
SORE?- -ME?
I SHOULD GET SORE AT MY BEST CUSTOMERS?
..THE ONES WHO LIVEN UP THE OL' PLACE WITH THEIR FUNNY JOKES?
COME, SIT!--- BE COMFORTABLE!
THERE!-- FOR YOU FOUR, THE FINEST SEATS IN THE HOUSE!
CHEE!! THANKS, POPS!
5

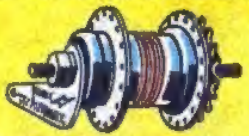
YOU'RE A GOOD GUY, POPS! ONE OF THE BEST!
HE CAN REALLY TAKE A JOKE, TOO!
—BUT WHAT'S THIS ABOUT THE FINEST SEATS IN THE HOUSE?
THESE ARE EXACTLY LIKE ALL THE OTHERS, AREN'T THEY?
ER— NOT QUITE!
—THESE WERE FRESHLY VARNISHED THIS MORNING!
—The END—


BILLY WINS WITH BENDIX
BILLY NEVER LOSES A RACE SINCE HE GOT HIS NEW BIKE!
I DIDN'T THINK THAT THERE COULD BE THAT MUCH DIFFERENCE BETWEEN BIKES.


IT'S NOT THE BIKE, SUE. IT'S THE BENDIX AUTOMATIC THAT I ORDERED FOR IT. I CAN TAKE OFF FASTER, SHIFT GEARS FASTER, JUST BY BACK-PEDALING TWO INCHES. AND I CAN STOP ON A DIME IF I HAVE TO!
THAT'S NEAT, BILLY!


THAT'S NOT ALL, EITHER. SEE, THE BENDIX AUTOMATIC HAS NO CABLES TO KINK OR BREAK. NOTHING TO GO WRONG. AND THEY PUT THREE RED STRIPES ON IT SO YOU KNOW IT'S A BENDIX!
SOUNDS GOOD TO ME. I THINK I'LL ASK DAD TO ORDER A BENDIX® AUTOMATIC TRANSMISSION AND POWER BRAKE ON THE NEW BIKE HE SAID I'D GET FOR CHRISTMAS.
ME TOO!

MAIL THIS COUPON FOR A FREE FOLDER ON THE BENDIX AUTOMATIC



THE BENDIX CORPORATION
ECLIPSE MACHINE DIVISION
ELMIRA, NEW YORK

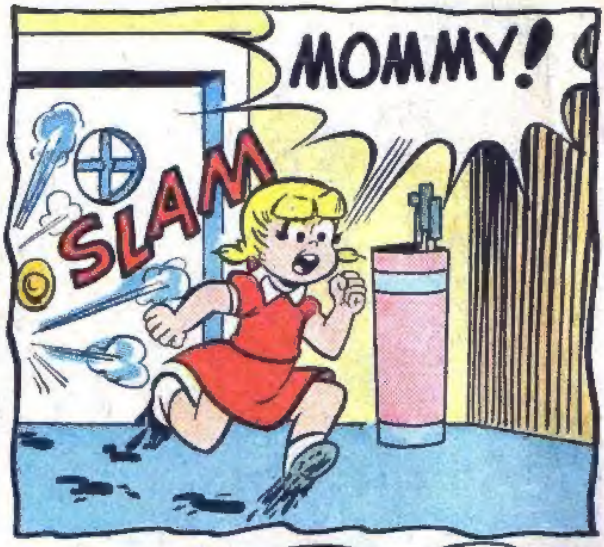
NAME (PLEASE PRINT) _____

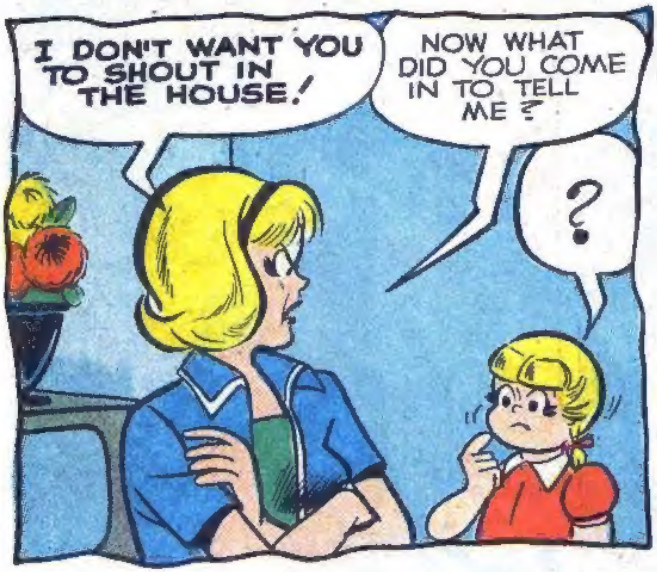
ADDRESS _____

CITY _____ ZONE _____ STATE _____

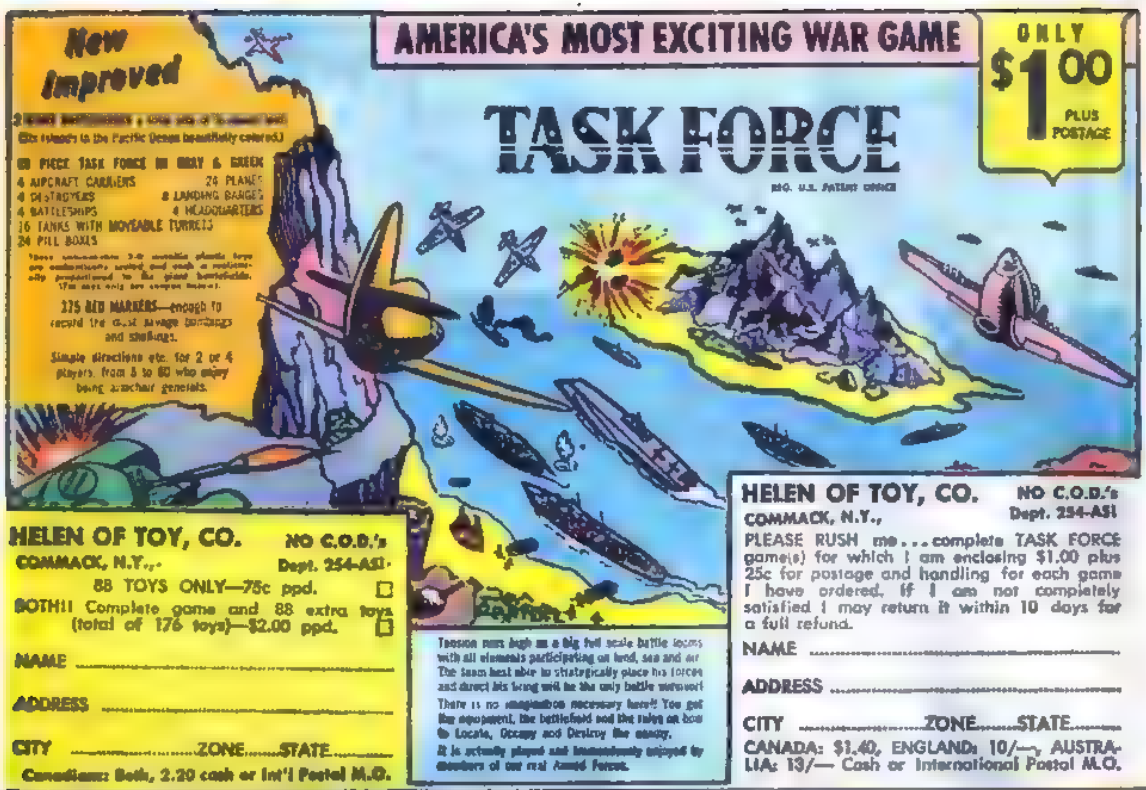
LI'L JINX

"FORGET-ME-NOT"





Jughead
CULTURE VULTURE
THIS IS DA VINCI'S FAMOUS MONA LISA!
AND, THAT'S A REMBRANDT!
HEY, GANG! I JUST SAW A TREMENDOUS PICTURE! C'MON!
LOOKS LIKE WE'VE GOT JUGHEAD APPRECIATING THE FINE ARTS!
I NEVER THOUGHT I'D SEE THE DAY!
WHAT'S THE NAME OF THE PICTURE?
I DON'T KNOW!
BUT, IT'S GOT LOADS OF ACTION!
GUARD ROOM
FINIS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BOTH!! Complete game and 88 extra toys (total of 176 toys)—$2.00 ppd. ☐

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Tension runs high as a big full scale battle looms with all elements participating on land, sea and air. The team best able to strategically place his forces and direct his being will be the only battle survivor!

There is no imagination necessary here!! You get the equipment, the battlefield and the rules on how to Locate, Occupy and Destroy the enemy.

It is actually played and tremendously enjoyed by members of our real Armed Forces.

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NUCLEAR NAVAL BATTLE GAME!!
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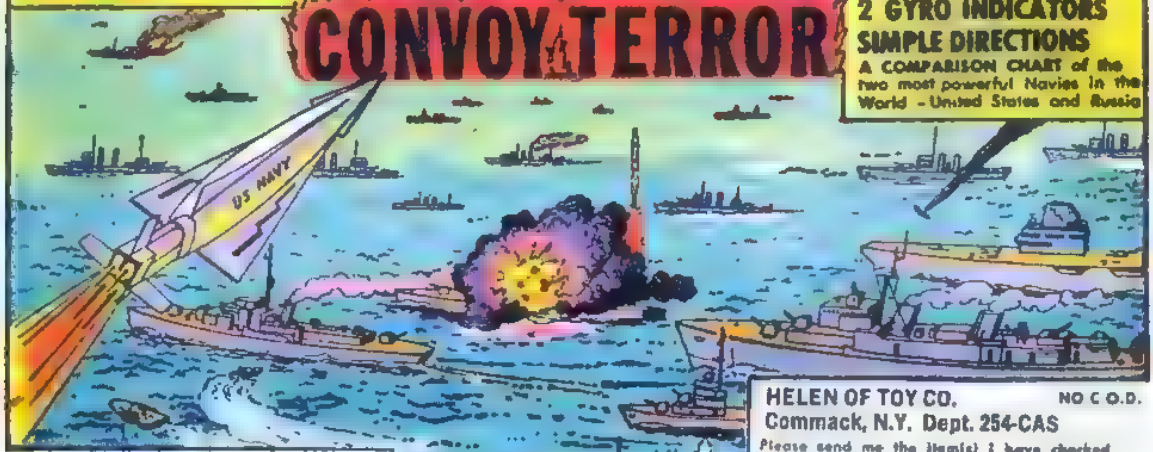
A COMPLETE
GAME $1.50
132 PIECE NAVIES
GIANT BATTLE AREA
2 GYRO INDICATORS
SIMPLE DIRECTIONS
A COMPARISON CHART of the two most powerful Navies in the World - United States and Russia

CONVOY TERROR



FLEET
2 AIRCRAFT CARRIERS* 4 DESTROYERS
12 HEAVY CRUISERS*-** 8 DESTROYERS*
2 HEAVY BATTLESHIPS 2 LIGHT CRUISERS*
2 DESTROYER FRIGATES*-**
6 DESTROYER LEADERS*
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Satisfaction guaranteed or return for full refund within 10 days.

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GAME: Canada $2.00, Eng. 13/-, Aust. 16/-. Cash or International Postal M.O.

Jughead "a Bum Steer"

LISTEN MY CHILDREN AND YOU SHALL HEAR OF THE MIDNIGHT RIDE OF "JUGHEAD REVERE" HOW HE LEFT TOWN... THEN HURRIED BACK TO SAVE HIS HIGH SCHOOL FROM ATTACK!!
He rode and he rode... Would you like to know how? The answer is simple... On the back of a Cow!!
WAKE UP, RIVERDALERS! --TO ARMS! --TO ARMS!!
ARCHIE! REGGIE!! THE REDCOATS ARE COMING!!

It all began the night before the big game between the Riverdale "Hotshots and the Gibbsville "Redcoats."
C'MON, JUG! EVERYBODY'S GOING OVER TO THE SCHOOL FOR THE VICTORY BONFIRE!
ER-YEAH, SURE, ARCH! I'LL BE ALONG IN A MINUTE!
BUT FIRST (SMACK!) A FEW 'BURGERS!
LET'S SEE! SHOULD I HAVE A RARE ONE FIRST---
---OR A WELL-DONE, WITH LOTS OF ONIONS? OR MAYBE A-
YIJIJI!
CHOKI SHOP
GONE FISHIN' BACK IN 2WEEKS Pop Tate
POP HAS SOME NERVE! I'LL TRY THAT NICE LITTLE PLACE AROUND THE CORNER!
OH, NO!!!
CLOSED FOR ALTERATIONS WE WILL REOPEN
2

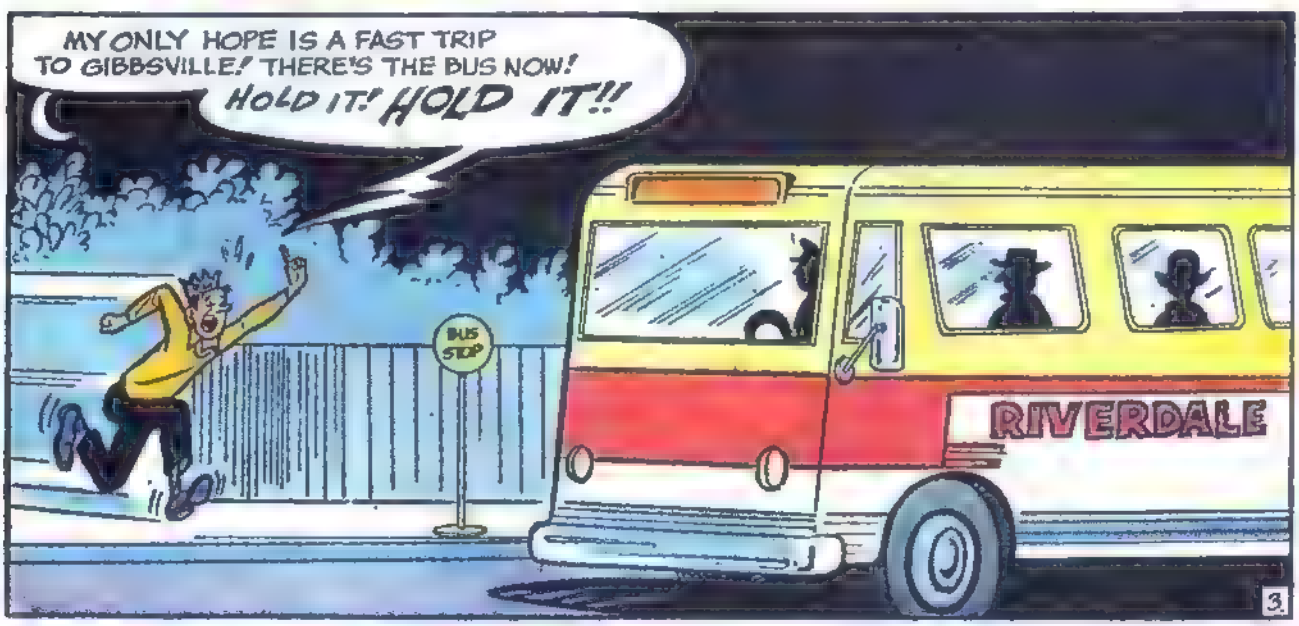
THIS IS GETTING SERIOUS! THE ONLY DECENT PLACE LEFT IS "CHARLIE'S"!

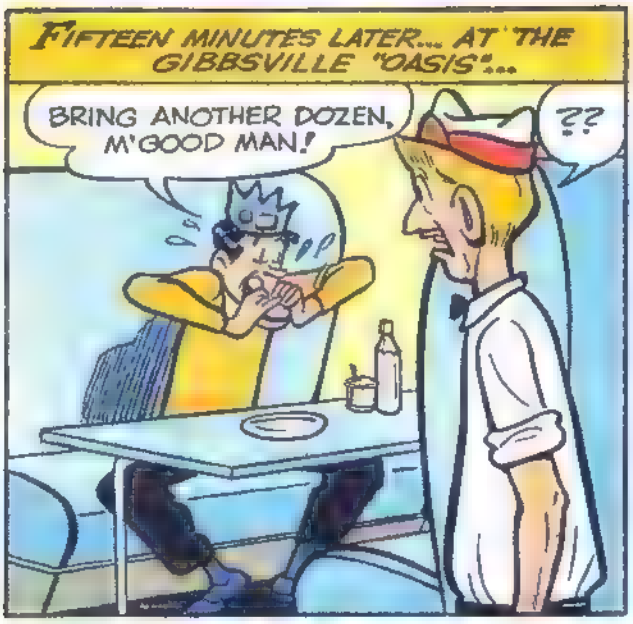
HEY, JUG! DIDJA HEAR ABOUT THE FLOOD ON OAK STREET?
NO!

A SEWER-MAIN BROKE!
GEE! TOO BAD!

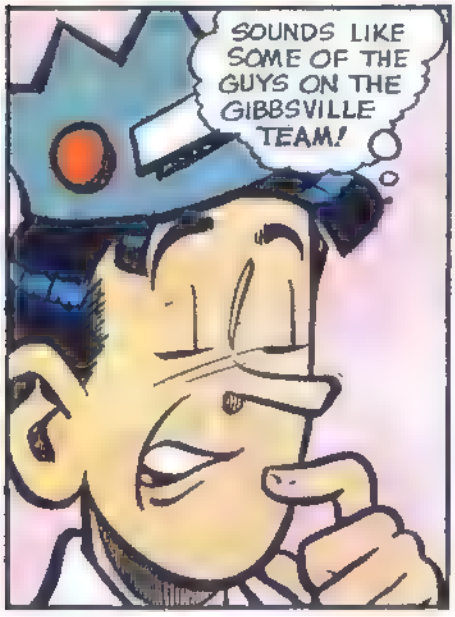
THEY HAD TO CLOSE UP EVERY SHOP ON THE STREET, INC---
---INCLUDING "CHARLEY'S"! I KNOW, I KNOW!

WHAT A PREDICAMENT! I'M GETTING SPOTS IN FRONT OF MY EYES---AND THEY ALL LOOK LIKE HAMBURGERS!

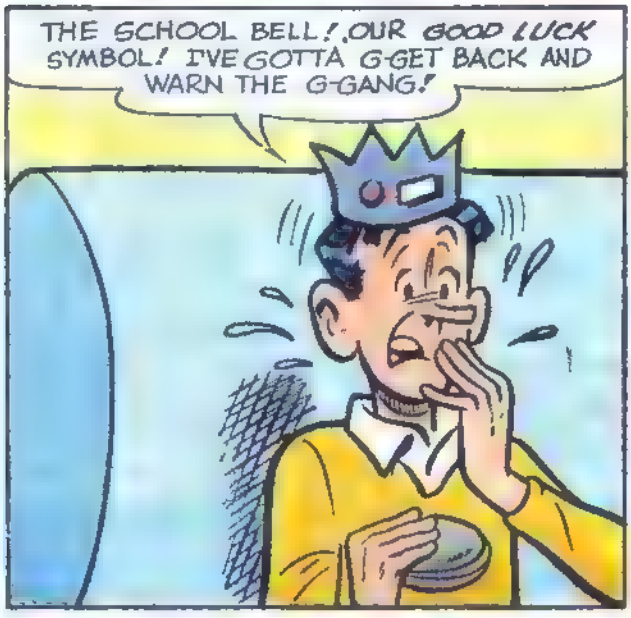

MY ONLY HOPE IS A FAST TRIP TO GIBBSVILLE! THERE'S THE BUS NOW!
HOLD IT! HOLD IT!!
BUS STOP
RIVERDALE

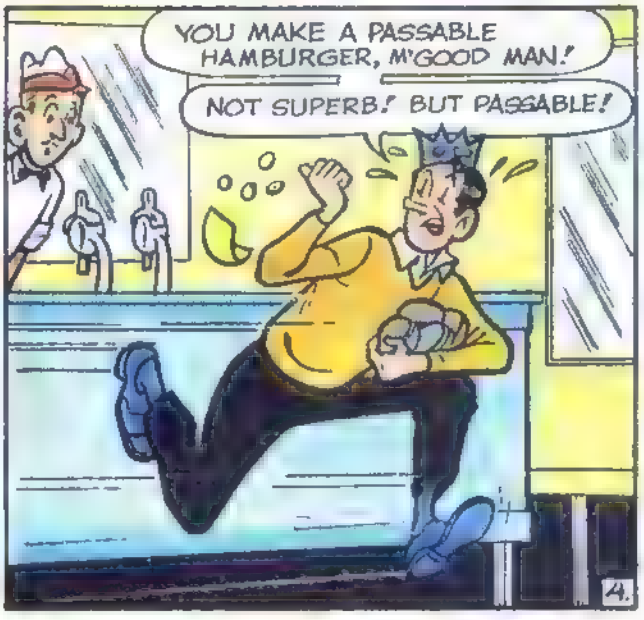

FIFTEEN MINUTES LATER... AT THE GIBBSVILLE "OASIS"...
BRING ANOTHER DOZEN, M'GOOD MAN!
??

HAW! HAW!!
WE'LL MAKE MONKEYS OUTA THAT RIVERDALE CROWD!
!?!


SOUNDS LIKE SOME OF THE GUYS ON THE GIBBSVILLE TEAM!

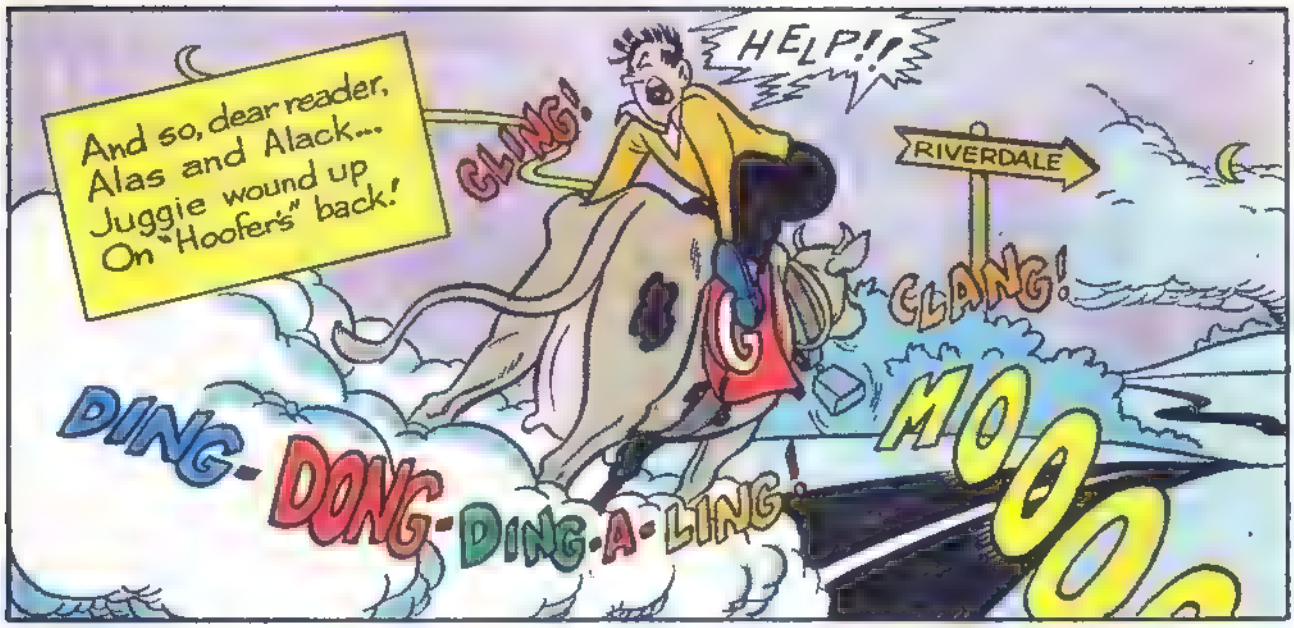
WHILE THEY'RE PRANCIN' AROUND THEIR BONFIRE, WE'LL CLIMB THE SCHOOL TOWER, AND SWIPE THE BELL!
GREAT IDEA, WILLIE!


THE SCHOOL BELL!, OUR GOOD LUCK SYMBOL! I'VE GOTTA G-GET BACK AND WARN THE G-GANG!


YOU MAKE A PASSABLE HAMBURGER, M'GOOD MAN!
NOT SUPERB! BUT PASSABLE!
4.

SORRY, SON! NO BUS FOR TWO HOURS!
TICKETS
TWO HOURS?! B-BUT THAT'LL BE TOO LATE!
MMM-MMM--- 'BURGERS! THANKS! DON'T MIND IF I DO!
HOW'LL I WARN THE GANG-?
MUNCH MUNCH! PASSABLE! BUT NOT SUPERB!
HEDULE LV. ARR.
I CAN'T CASH MY BUS TICKET!--- AND I DIDN'T SAVE A DIME FOR A PHONE CALL!
WHAT A MESS! I'M SO UPSET, I CAN'T EAT!
HARDLY!
SNORT!
OMIGOSH! IT'S "HOOFER"-THE GIBBSVILLE TEAM'S MASCOT!!
5

HEY!–HERE'S MY CHANCE TO TURN THE TABLES! I'LL SWIPE THEIR LIVESTOCK!
ER--NICE, BOSSIE! EASY DOES IT! THAT'S A GOOD "HOOFER"!
OKAY, "HOOFER"! LET'S START HOOFING!
HEY, FELLOWS! OUR MASCOT'S GONE!
WHERE'S "HOOFER"?
LOOK! THAT POINTY NOSED GUY IS LEADING HER AWAY!
FRIGHTENED BY THE COMMOTION, "HOOFER" DECIDES TO HOLD A PRIVATE STAMPEDE!!!
WHOA! STOP!! YOU'RE OVERDOING THIS!!
CLANG
DING-A-LING
6.


And so, dear reader, Alas and Alack... Juggie wound up On "Hoofer's" back!
HELP!!
CLING!
RIVERDALE
CLANG!
DING-DONG-DING-A-LING
MOOO

TO ARMS! TO ARMS!! THE REDCOATS ARE COMING!!
He rode straight to Riverdale... O'er Field and Dell And saved the precious High School Bell. and that is the-

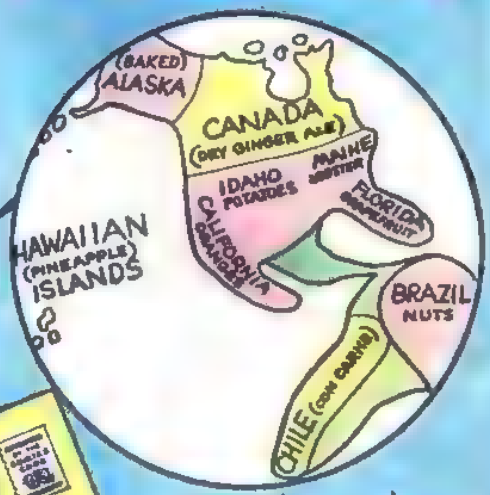
JUST A MINUTE, YOUNG MAN! DID THIS REALLY HAPPEN?
WELL, NOT EXACTLY, SIR! THIS IS A COMIC BOOK STORY--AND I'M THE ARTIST!

HMMm! PLEASED TO MEET YOU, SON!
REVERE'S MY NAME! PAUL REVERE!

COMIC BOOKS! BY JINGO! WHAT'LL THEY THINK OF NEXT! NOWADAYS THEY SURE DO THINK UP ANYTHING!
YE OLDE END

WHAT A WORLD!

IT'S A PLACE WHERE THINGS HAPPEN!--- CRAZY THINGS THAT COULD ONLY HAPPEN IN THE WORLD OF *JUGHEAD!*



IT'S A WORLD OF *LAUGHS!*

DON'T MISS LAUGHING YOUR WAY THROUGH JUG'S ZANY ADVENTURES IN HIS LATEST ARCHIE GIANT SERIES MAGAZINE!

ORDER YOURS *NOW!*

THE WORLD OF JUGHEAD #24
ROOM 603, 241 CHURCH ST.
NEW YORK 13, N.Y.

ENCLOSED PLEASE FIND 25¢ IN COIN (35¢ IN CANADA) FOR WHICH YOU WILL SEND ME *THE WORLD OF JUGHEAD #24* AS SOON AS IT IS OFF THE PRESSES.

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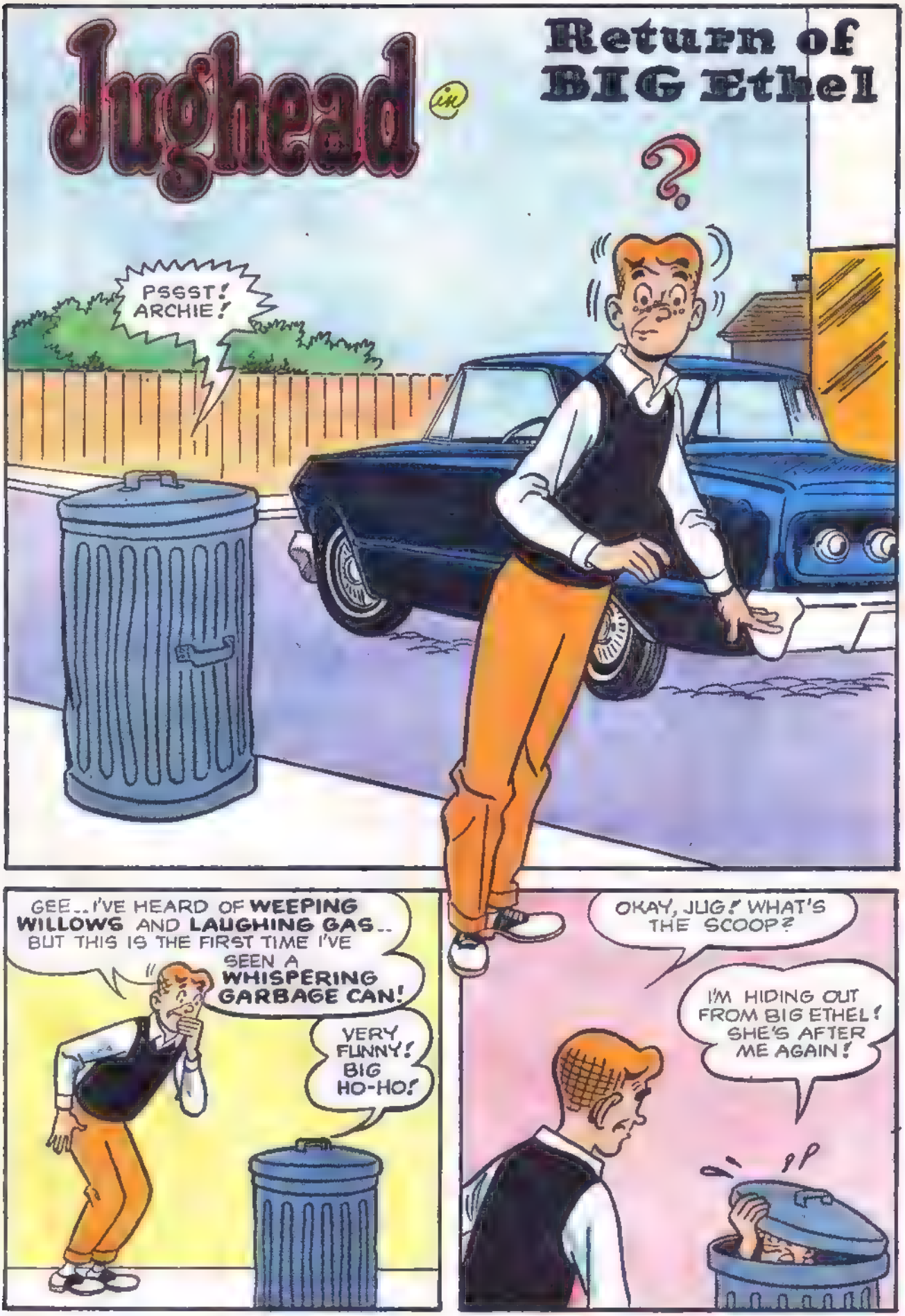
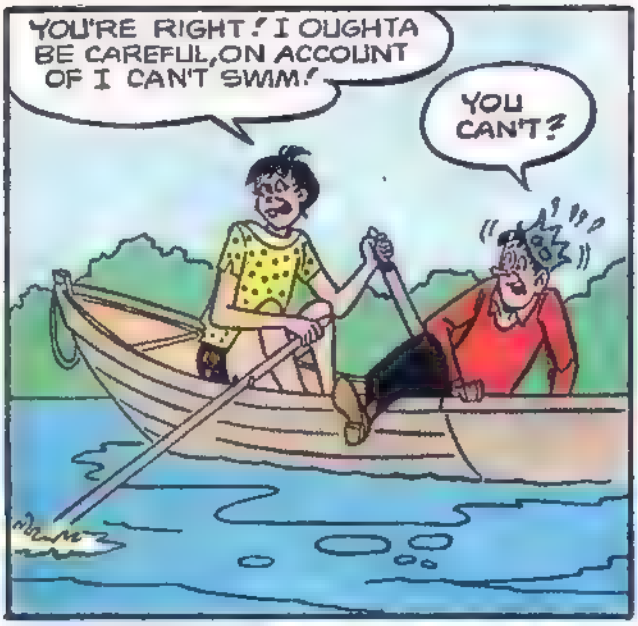
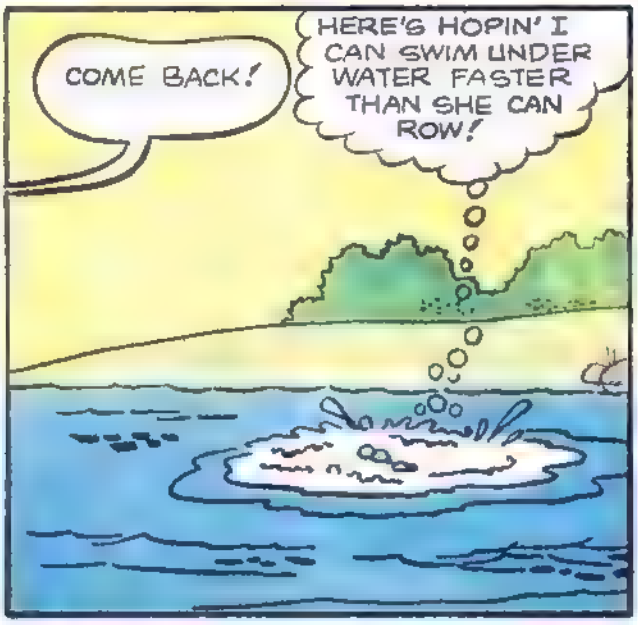

Jughead in
Return of BIG Ethel
?
PSSST! ARCHIE!
GEE.. I'VE HEARD OF WEEPING WILLOWS AND LAUGHING GAS.. BUT THIS IS THE FIRST TIME I'VE SEEN A WHISPERING GARBAGE CAN!
VERY FUNNY! BIG HO-HO!
OKAY, JUG! WHAT'S THE SCOOP?
I'M HIDING OUT FROM BIG ETHEL! SHE'S AFTER ME AGAIN!

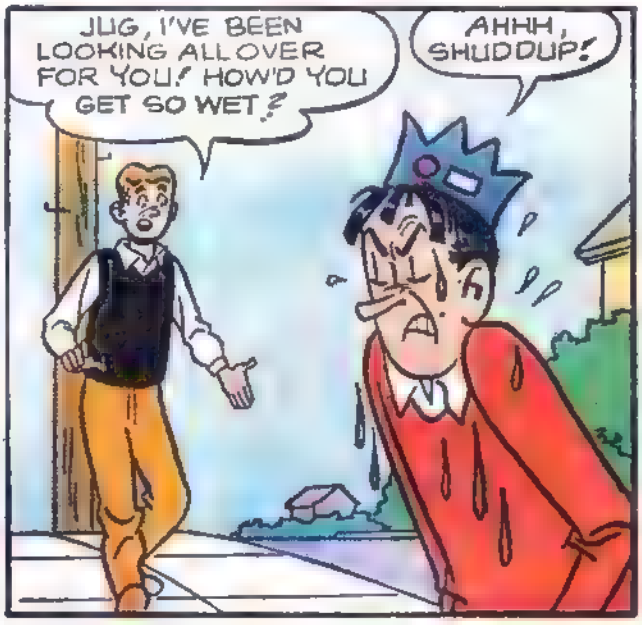
RELAX, BOY! YOU'RE SAFE FOR A WHILE!
WHAT DO YOU MEAN?
BIG ETHEL WENT OVER TO THE GYM TO TRY MUSCLING IN ON BASKETBALL PRACTICE!
WHEW! THANKS FOR THE TIP!
LOVER BOY!
I NEED A HAMBURGER TO CALM MY NERVES! SEE YOU LATER, ARCH!
OH, NO! I THOUGHT YOU WERE SUPPOSED TO BE PRACTICING BASKETBALL!
BASKETBALL PRACTICE WAS CALLED OFF!
GO AWAY, ETHEL! I HAVE TO CATCH A BOAT!
BOATING! WHAT A LOVERLY IDEA! COME ON, JUGHEAD! I'LL DO THE ROWING!
SOB!
RIVERDALE PARK ROWBOAT CONCESSION

♪ SAILING, SAILING, OVER THE BOUNDING MAIN! ♫
ISN'T THIS ROMANTICAL?
YECHHH!
JUGHEAD, DID YOU EVER GO BOATING WITH ANOTHER GIRL?
NO!.. NEVER!
ARE YOU SURE? I'M A VERY JEALOUS WOMAN, Y'KNOW!
I'M SURE! I'M SURE!!
IF I SAW YOU WITH ANOTHER WOMAN, I'D SHAKE HER TILL HER TEETH FELL OUT..
HELP!
AND THEN...
I KNOW! I KNOW! YOU'D BOUNCE HER LIKE A YO-YO!
C..CUT IT OUT! YOU'RE ROCKIN THE BOAT!


YOU'RE RIGHT! I OUGHTA BE CAREFUL, ON ACCOUNT OF I CAN'T SWIM!
YOU CAN'T?

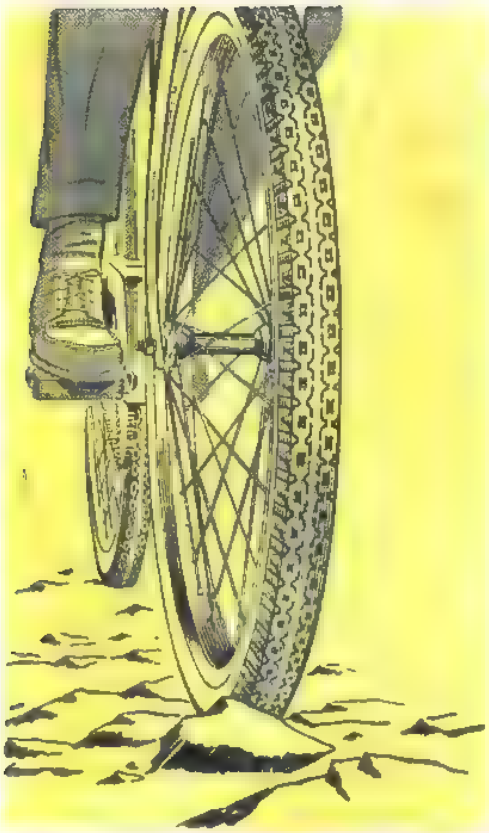
'BYE!


COME BACK!
HERE'S HOPIN' I CAN SWIM UNDER WATER FASTER THAN SHE CAN ROW!


JUG, I'VE BEEN LOOKING ALL OVER FOR YOU! HOW'D YOU GET SO WET?
AHHH, SHUDDUP!

WAIT! I HAVE AN IMPORTANT TIP FOR YOU!
WHAT?

GEE! WHAT'S EATING HIM? ALL I DID WAS TELL HIM THAT BASKETBALL PRACTICE WAS CALLED OFF!
END



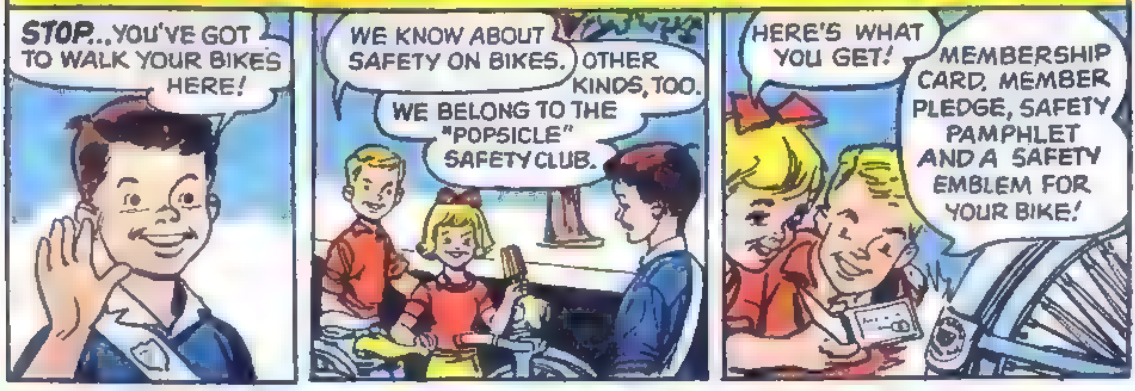
ARCHIE SAYS:

NYLON MEANS STRENGTH

...and all U. S. Royal Bike Tires—like the Chain 175 pictured here—are made with nylon... three plies under the tread!

U. S. Royal Bike Tires
U. S. Rubber Tire Company
549 E. Georgia St., Indianapolis, Ind.

THE "POPSICLE" KIDS PLAY IT SAFE!


STOP...YOU'VE GOT TO WALK YOUR BIKES HERE!
WE KNOW ABOUT SAFETY ON BIKES. OTHER KINDS, TOO.
WE BELONG TO THE "POPSICLE" SAFETY CLUB.
HERE'S WHAT YOU GET!
MEMBERSHIP CARD, MEMBER PLEDGE, SAFETY PAMPHLET AND A SAFETY EMBLEM FOR YOUR BIKE!

It's smart to play it safe with "Popsicle"

all the time ...everywhere!

Kids! For a FREE Giant Gift List, write to "POPSICLE," Box #550, New York 46, N. Y.

© 1963 Joe Lowe Corporation, New York 1, N.Y.

PASTE THREE RED "SICLE" BALLS HERE

"Popsicle," P.O. Box 51, New York 46, N. Y.
Please make me a member of the "Popsicle" Safety Club. I enclose 10c in coin to cover mailing and handling of Club material.

Name_____

Address_____ Age ____

City_____ State_____

ALL THE NEWS THAT FITS WE PRINT

Archie Club News

SEND IN YOUR REPORTS AND WIN CASH PRIZES

MEMBERSHIP—FIFTEEN CENTS

FIRST PRIZE — $5.00

REPORTER
KEVIN BIGELOW
3423 N. 58th Street
Milwaukee 16, Wisc.

SCUBA DIVING

Scuba diving is a very fun-filled sport. The equipment you need is: a glass front mask that covers the eyes and nose, diving tank(s), regulator, weights, weight belt, tank harness, fins and if you plan to go deep, a diving suit to keep you warm. Some people think skin diving is going underwater with the equipment I mentioned, but it isn't. Skin diving is when you go down with a snorkle, which means you must keep coming to the top of the water for air. SCUBA diving is taking your air with you, in tanks strapped to your back.

Of course, first you must go through lessons. Sometimes these last more than a month. Besides safety rules these lessons teach you how to use the equipment and how every piece of equipment works. Never let anyone try to teach you to skin dive unless you or your parents know that he is a professional teacher.

When you are able to go down deep you will discover many things. Sunken row boats, original shorelines of lakes, and, sometimes, fish more than 5 feet long or less than 2 inches. If you have an underwater still or movie camera, it is fun to take pictures or movies.

There are two ways of jumping into the water right so you don't get hurt. One: hold your mask and jump in feet first. Two: hold your mask and jump in backwards. Never jump in head first. Before you go down spit in your mask, add a little water and swish it around. Then rinse it out. This is the only way to keep your mask from fogging up while you are diving.

One good rule for safety is; always have a buddy with you, in case you get a cramp. Some people say you can go diving right after you eat. This isn't true. You should still wait an hour.

If you have a spear gun you must be sure the state your diving in allows you to use it. Most states don't. But you can use a knife.

This is a very wonderful sport. I know . . . I go diving, and I hope you will try it.

SECOND PRIZE — $3.00

REPORTER
BRENDA GORMLEY
115 Mira Loma
Vallejo, Calif.

My hobby is collecting seashells. After I collect the shells I take them home and paint them. The next day when they are dry, I mount them on little round pieces of plastic and make earrings out of them.

The ones that I think come out good, I sell. Sometimes the people that buy my

earrings give me a little extra money than what I actually ask for them.

Collecting seashells is a wonderful hobby. I think everyone should try it.

THIRD PRIZE — $2.00

REPORTER
MARGARET JEUNG
130 Forest Street
Denver 20, Colo.

JOKES

Moose: My mother knit my brother in the army 3 socks.

Archie: Why 3 socks?

Moose: My brother wrote and said he had grown another foot.

Moose: Is it true that carrots are good for the eyesight?

Jughead: Well, I never saw a rabbit wearing glasses.

Betty: Why is the nose in the middle of the face?

Veronica: Because it's the scenter.

Cowhand: Aren't you putting your saddle on backward, sir?

Dude Rancher: That's all you know about it, smarty. You don't even know which way I'm going.

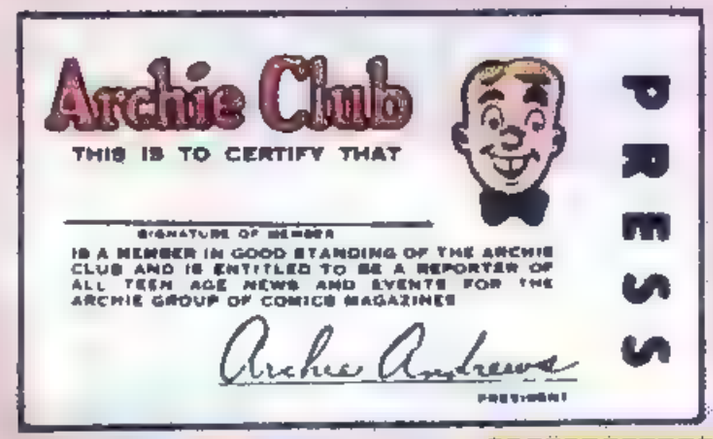
Teacher: Archie, why are you late this morning?

Archie: Every step I took, I slipped back two.

Teacher: At this rate you wouldn't be here now.

Archie: Oh, I turned around and walked the other way.

If you want to be an ARCHIE CLUB MEMBER eligible to win all these CASH PRIZES, not to mention a BIG BYLINE in a top-notch comic magazine, then just fill out the coupon below and mail it along with 15¢ in coin to cover cost of mailing and handling. Here's what you get by joining the ARCHIE CLUB as an official reporter. You get a dressy OFFICIAL ARCHIE CLUB BUTTON and snappy PRESS CARD. This will make you a real reporter.


Archie Club
THIS IS TO CERTIFY THAT
SIGNATURE OF MEMBER
IS A MEMBER IN GOOD STANDING OF THE ARCHIE CLUB AND IS ENTITLED TO BE A REPORTER OF ALL TEEN AGE NEWS AND EVENTS FOR THE ARCHIE GROUP OF COMICS MAGAZINES
Archie Andrews
PRESIDENT
PRESS

Every member gets this official press card and beautiful 4 color button

ARCHIE CLUB:
241 Church St., New York 13, N. Y.

Dear Archie: Please enroll me as a member of the Archie Club and send me a button and press card by return mail. I enclose 15c in coin to cover the cost of mailing and handling. Send to:

NAME..... AGE.....
(PLEASE PRINT PLAINLY)

ADDRESS.....

CITY..... STATE.....

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YOURS FREE!

Genuine Money from Nations of the World
For sending coupon Now!

REAL FOREIGN COINS

From such countries as:

SOLD BY AGENTS AND DRUG STORES EVERYWHERE

Guaranteed by Good Housekeeping

Start your own coin collection!
JUST MAIL COUPON!

WILSON CHEMICAL CO.
DEPT. 140-3, TYRONE, PA.

MAIL COUPON—Foreign Coins Sent Free!

Wilsen Chemical Co.
Dept. 140-3, Tyrone, Pa. Date.....

Gentlemen: Please send me on trial 52 packages of White CLOVERINE Brand SALVE to sell at 25c a package. I will remit amount asked within 30 days, select a Premium or keep Cash Commission as explained under Premium wanted in catalog sent with order, postage paid to start. Be sure to send MY FREE FOREIGN COIN COLLECTION.

Name..... Age.....

St..... R.D..... Box.....

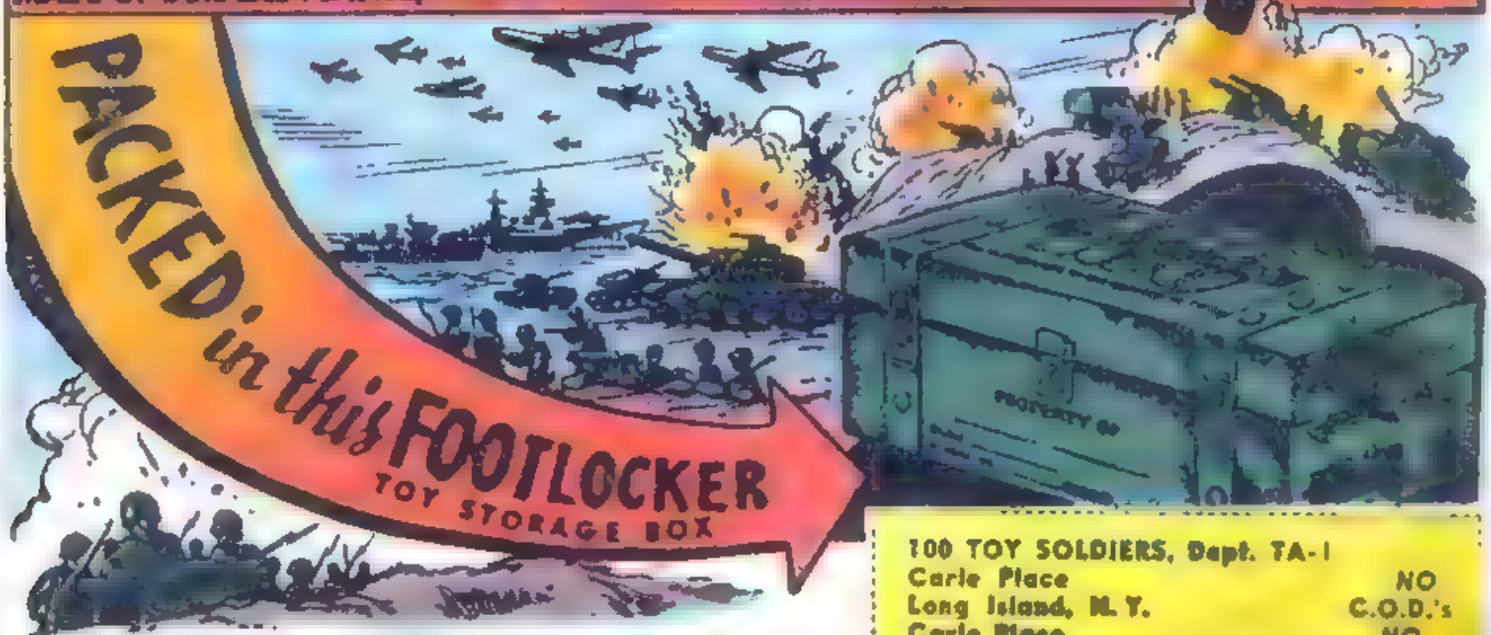
Town..... Zone..... State.....

PRINT LAST NAME HERE

Paste coupon on postal card or mail in envelope today

100 TOY SOLDIERS $1.25

MADE OF DURABLE PLASTIC, EACH ON ITS OWN BASE, MEASURING UP TO 4½"!



EACH FOOTLOCKER CONTAINS:

4 Tanks	8 Machinegunners	4 Bombers
4 Jeeps	8 Sharpshooters	4 Trucks
4 Battleships	4 Infantrymen	8 Jet Planes
4 Cruisers	8 Officers	8 Cannon
4 Sailors	8 Waves	4 Bazookamen
4 Riflemen	8 Wacs	4 Marinemen

100 TOY SOLDIERS, Dept. TA-1
Carle Place
Long Island, N. Y.
Carle Place

NO C.O.D.'s NO

HERE'S MY $1.25!
Rush the TOY SOLDIERS TO ME!

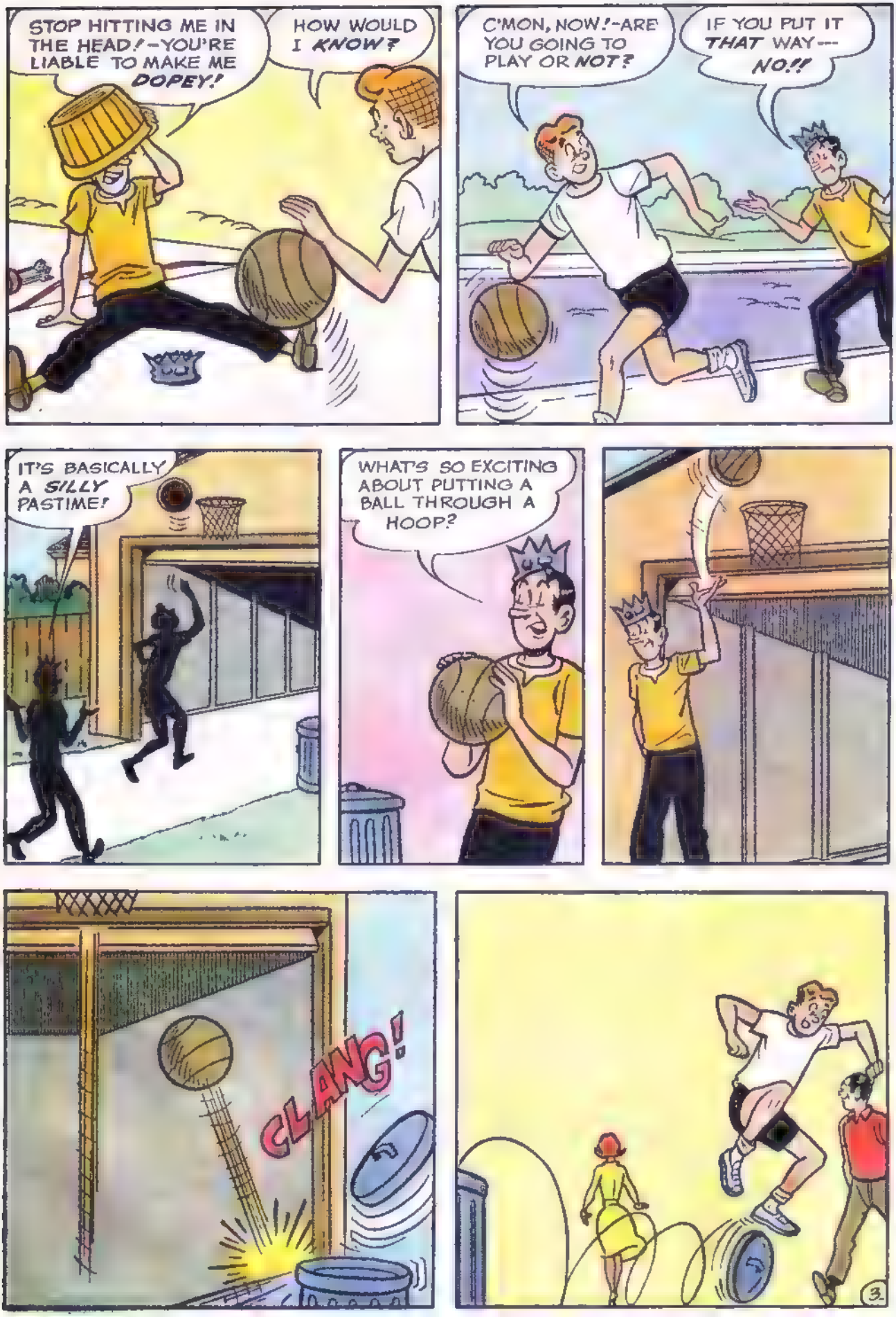
Name.....

Address.....

City..... State.....

Jughead
"Hoop-de-do"
LOOK AT THAT, JUG!- LOOK AT THAT!- DID YOU EVER SEE SUCH DRIBBLING?
SHUCKS!- WITH YOU IT'S A NATURAL TALENT!
YOU'VE ALWAYS BEEN A CHAMPION DRIBBLER!
WHY, YOU WORE A BIB CONSTANTLY, THE FIRST TWO YEARS I KNEW YOU!
ARCHIE THE SLOB, YOU WERE KNOWN AS IN THOSE ---
POP!

WELL, YOU DID RUN OFF AT THE MOUTH WHEN YOU WERE A BABY!
C'MON, YOU FOURTEEN CARAT NUT!-LET'S SHOOT SOME BASKETS!
HAPPY TO OBLIGE, SAHIB!
WHERE ARE YOU GOING?
MY EQUIPMENT IS IN THE GARAGE!
EQUIPMENT FOR WHAT?!
IT'S ONLY FAIR TO WARN YOU,-SHOOTING BASKETS IS A SPECIALTY OF MINE!
POP!


STOP HITTING ME IN THE HEAD!-YOU'RE LIABLE TO MAKE ME DOPEY!
HOW WOULD I KNOW?
C'MON, NOW!-ARE YOU GOING TO PLAY OR NOT?
IF YOU PUT IT THAT WAY--- NO!!
IT'S BASICALLY A SILLY PASTIME!
WHAT'S SO EXCITING ABOUT PUTTING A BALL THROUGH A HOOP?
CLANG!
3.

EEP!!
HEY!!
WHAP!
OKAY!-OKAY!-
WHO'S THE WISE
GUY?
SORRY,
REGGIE!
IT WAS AN ACCIDENT!
JUGHEAD TRIED TO
TOSS A BASKET!
I JUST DID
LIKE THIS, AND--

OOPS!
CLUNK!
OH, NO!!
YIPE!
HALP!
CRASH!
YOU KNOW, ARCH? — THERE'S MORE TO THIS GAME THAN MEETS THE EYE!
END

BOYS, GIRLS, MEN, WOMEN

IF YOU KNOW JUST 20 PEOPLE...

YOU CAN MAKE AT LEAST $50.00-MORE LIKELY $100.00 to $200.00 IN YOUR SPARE TIME!

Get These 2 Assortments ON APPROVAL

PARCHMENT SPLENDOR CHRISTMAS ASS'T ...21 magnificent cards on luxurious Parchment Paper, enriched with gold bronzing and sparkling decorations. Sells on sight!

CHRISTMAS WONDERLAND ASS'T is a tremendous value! 21 beautiful, sparkling cards glowing and glistening with old fashioned Christmas cheer!

Everyone You Know Needs Christmas Cards and Everyone Loves Wallace Brown Cards

Do you know 20 people? Of course you do! Add up a half-dozen relatives, perhaps 5 neighbors, the butcher, the baker, the milkman, the grocer, your dentist, several friends and other tradespeople—and you've probably got a lot more than 20. So what are you waiting for? These folks alone can bring you in at least $50.00, probably $100.00 to $200.00 extra money in just a few hours spare time. And this is just a start! Almost everyone you know needs Christmas Cards, and when you show them the spectacular nationally famous 1963 Wallace Brown Line of Cards and Gift Items—it's love at first sight. They'll snap up 2,3,6 or more Christmas Card Boxes right on the spot. Keep up to 50¢ of every dollar you take in! This is the fun way to making money because it's so easy. We send you samples that do the selling for you. And, besides making money you'll save money on your own personal Christmas Cards, Gifts, Wrappings, etc. See for yourself without risking a penny. Mail coupon, you'll be glad you did!

GET FREE CATALOG, TOO! -Send Coupon Below

FREE Samples of Popular-Priced, Name-Imprinted PERSONAL CHRISTMAS CARDS

Thrill your friends and neighbors and make even MORE MONEY for yourself with exquisite, custom-designed NAME-IMPRINTED Christmas Cards at amazingly low prices. A large variety of exclusive, original designs for folks who want the finest quality in Personalized Christmas Cards at prices everybody can afford. They sell just by being shown. It's easy, too, because . . . *we ship direct to your customers and we pay the postage.* You have no bother, no trouble and no wasted time making deliveries. Send the coupon right away for your FREE Samples of the 4 Great New Lines of these fast-selling Personalized Christmas Cards!

ORGANIZATIONS: Churches, clubs, veterans' auxiliaries, etc. can now add hundreds of dollars to their treasuries with these fast sellers. Give organization name on coupon for Fund-Raising Plan. Mail coupon NOW!

Be first in your neighborhood to cash in on this easy way to extra money with the 1963 Wallace Brown Line of Christmas Cards and Gift Items. Mail coupon this minute! You'll get 2 Christmas Card Assortments on approval. And FREE Samples of Name-Imprinted Personal Christmas Cards. Plus FREE full-color catalog showing lots more money-makers, including many Christmas Assortments, Everyday Greeting Card Assortments, Decorated Stationery, Gift Wrappings, Household Items, etc. Everything you need to start making money at once—and we show you how.

SEND NO MONEY Paste Coupon on postcard or mail in envelope

WALLACE BROWN, INC., Dept. P-21
11 East 26th St., New York 10, N.Y.

Send 2 Christmas Card Assortments on approval, plus FREE Samples of Name-Imprinted Personal Christmas Cards, FREE full-color Catalog, and details of simple money-making plan.

Name_____

Address_____

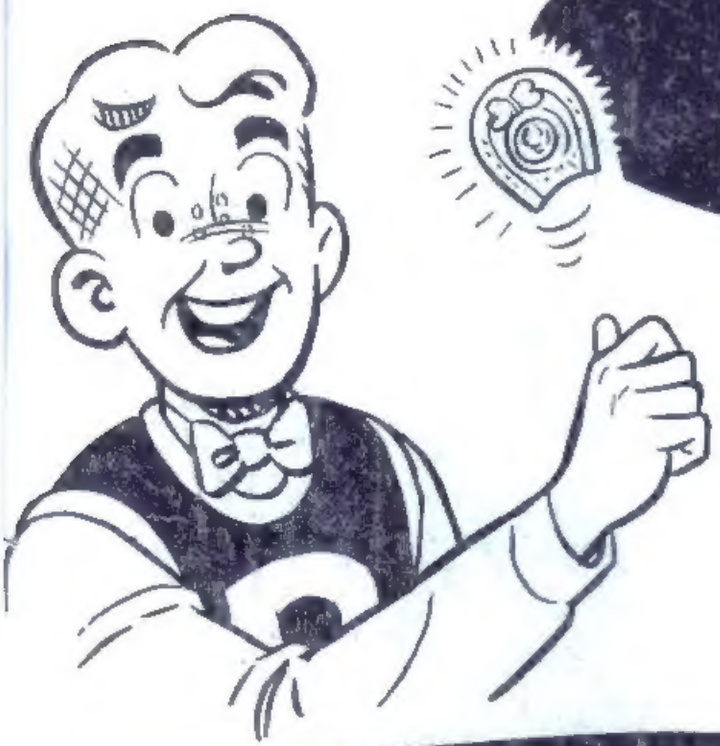
City & Zone_____ State_____

If writing for an organization, give its name_____

Wallace Brown, Inc. 11 East 26th St., Dept. P-21 New York 10, New York

Archie says—

GET LUCKY!



...and here's a FREE GIFT FOR YOU—

Keewanee
LUCKY PENNY HORSESHOE!

You'll Want To Carry This Lucky Pocket Piece With You Always

Let Archie Send You His Favorite Lucky Pocket Piece Absolutely FREE!

According to Archie, this handsome LUCKY Keewanee HORSESHOE Pocket Piece has been getting him out of jams for years. He thinks it can be lucky for his many friends and fans, too.

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GIVE ME JUST ONE EVENING and I'LL TEACH YOU TO HYPNOTIZE EASILY!

Hypnotize others quickly, safely---perform any known HYPNOTIC FEAT with EASE! Amaze friends-Exert your Hypnotic Power over others - Be POPULAR and WANTED!

YES, it's true! You can hypnotize easily so QUICKLY and simply you'll be amazed! And it doesn't take special talents or long months of study. The very first day you receive this miracle GUIDE TO HYPNOTISM you'll be able to perform wonders that will astound everyone. It's that SIMPLE.... WHEN YOU KNOW HOW.

Imagine the thrill of being able to EXERT YOUR POWER OVER OTHERS. You'll be the center of attraction at parties or work. You'll be able to make others do your bidding...perform and entertain with feats that have baffled millions for years. And you'll do these wonders with EASE. For, Hypnotism is no longer a secret miracle of science but a POWER anyone can exert over another...when you know how!

SIMPLE SECRETS REVEALED AT LAST

For years the knowledge of how to produce hypnotic sleep has been so well guarded that only a few have mastered this art. But now the veil of secrecy has been lifted and the innermost SECRETS and techniques revealed for the first time. The fact is that Hypnotism is a scientific fact that anyone can learn. Once you know these secrets and methods you can bring about this strange and wonderful control that has only been used by doctors, psychiatrists and entertainers in the past. Yes, now this remarkable phenomena will be yours to use for pleasure, self-development and countless other benefits.

YOU CAN PERFORM ANY HYPNOTIC FEAT!

First, you must understand that what another person does with Hypnotism, you can also do. There isn't anything anyone has ever done with this art that you cannot do! YOU can make people cry, laugh, shout, stop smoking, recall childhood memories, act like an infant, make water taste like vinegar, get folks to sing, dance ...do a 1001 things they would never do when not UNDER YOUR POWER. And the most amazing thing of all is --- HOW EASY IT IS TO DO!

SO EASY TO MASTER!

Here at last is the most perfect, complete and easily-learned course on Hypnotism ever written. In three short, simple chapters you learn the hidden secrets of Hypnotism and how to work this scientific miracle. No long, technical, mumbo-jumbo explanations are given. The entire 25-lesson Guide to Hypnotism is written in plain, SIMPLE language that anyone can understand. After the third lesson you are able to begin performing countless techniques and powers clearly explained in the next 22 lessons. You'll learn how to cure bad habits in yourself and others, how to BUILD PERSONAL MAGNETISM, SLEEP without drugs, use Hypnotism to help STOP PAIN, stop smoking, BUILD WILL POWER, LOSE WEIGHT, IMPROVE YOUR MEMORY and so much more. And you'll learn how to MAKE MONEY with your new power by entertaining at parties, lodges, club meetings, etc. Truly, this knowledge will give you a New SURGE of CONFIDENCE and POWER unlike any you have ever known!

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How often have you wished that you could EXERT a MAGNETIC POWER and INFLUENCE OVER OTHERS? Get people to respond to your every command, win respect, admiration and envy from both men and women! Well, DREAM NO LONGER. It's all possible through the secret, magnetic power of Hypnotism. You'll not only be MASTER OVER OTHERS but also yourself. You can BUILD A STRONG, MAGNETIC PERSONALITY through Self-Hypnotism. You use Mesmerism to READ the MINDS of others and Plant YOUR Thoughts in their minds. You can direct your self to ACCOMPLISH anything, as easily as you can command others. You have the power to accomplish your innermost dreams.

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Never before has such a Complete and authentic course on Hypnotism been available at such a low price. Doctors and students have PAID hundreds of DOLLARS for personal instruction in Hypnotism, when obtainable. Knowledge such as this can be worth THOUSANDS of DOLLARS to the user over the years. Yet, due to printing economies, large press runs and also by the elimination of correspondence costs, the complete 25-Lesson Guide To HYPNOTISM is yours for only $1.98. Yes, only $1.98 for the COMPLETE COURSE bound in book form. Certainly a tiny investment for so much!

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Quick technique for hypnotizing.

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How to stop pain. Much surgery is performed by Hypnotism.

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End sleeplessness, stop smoking, lose weight, etc.

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HYPNOTIZE YOURSELF

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Control others.

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☐ I enclose $1.98 - payment in full - which will be refunded to me if I am not 100% delighted.

Name _____

Address _____

City _____ Zone ___ State _____

☐ I agree that I will not use this power for other than proper use.

CREDITS

DRAWN, INKED, AND LETTERED BY: Samm Schwartz

"Culture Vulture" drawn by: Bill Vigoda

"Hoop-De-Do" and "Jokers Wild" written by: Frank Doyle

Li'l Jinx written and drawn by: Joe Edwards